

Appendix 1
An Exploratory Survey
For Improving
Natural Community Conservation Planning (NCCP)
Public Outreach and Education
Return Deadline: July 21, 2000

My name is Chris Nyce and I am a graduate student at Yale University's School of Forestry and Environmental Studies. I am presently working on a graduate student fellowship at the California Department of Fish and Game (CDFG). The Department is interested in improving the Natural Community Conservation Planning project's public education and outreach efforts and we are requesting that you participate in this survey to help us achieve this goal.

A diverse group of stakeholders, or people actively expressing interest in the NCCP process, have been selected to participate in this survey. Please communicate your experiences, ideas, and insights about how to improve outreach and education from your perspective with as many specific details as possible. I will compile a report with an inventory of peoples' ideas and send this back to you for your own reference.

Please fill out this survey and return it to me either electronically (e-mail or fax) or by mail. My contact information can be found below. It should take approximately ½ hour of your time.

Contact Information:

Your responses will remain anonymous in the written report that will be distributed to you upon completion of this survey. However, for the purpose of follow-up questions and debriefing you on the results of this survey I would greatly appreciate your providing the following information so that I may stay in touch with you.

My Name / Address:

Chris Nyce
c/o California Department of Fish and Game
1416 Ninth Street, Room 1341
Sacramento, CA 95814

Your Name / Address:

My E-mail: cnyce@dfg.ca.gov

Phone: (916) 653-0835

Fax: (916) 653-2588

Your E-mail:

Phone:

Fax:

The Goal of this Survey is to Answer the Following Question:

How can outreach and education efforts for the Natural Community Conservation Planning (NCCP) program be improved?

Format of this Survey

This survey is organized into the following four sections:

- Section One: General Background
Section Two: Improvements to California Department of Fish and Game NCCP Education and Outreach
Section Three: Assessments of Education and Outreach of Other Stakeholders
Section Four: Opportunities for Collaboration between the California Department of Fish and Game and Other Groups

Survey Questions

Section One: General Background

1.) Please check that box that fits your professional position the best:

- | | |
|---|---|
| <input type="checkbox"/> Federal Government | <input type="checkbox"/> Corporate Institution |
| <input type="checkbox"/> State Government | <input type="checkbox"/> Academic Institution |
| <input type="checkbox"/> County Government | <input type="checkbox"/> Biological Consultant |
| <input type="checkbox"/> City Government | <input type="checkbox"/> Development Consultant |
| <input type="checkbox"/> Environmental Organization | <input type="checkbox"/> Student |
| <input type="checkbox"/> Building Industry | <input type="checkbox"/> General Public |
| <input type="checkbox"/> Conservation Education | <input type="checkbox"/> Media |
| | <input type="checkbox"/> Other: _____ |

2.) How would you describe your level of participation with the NCCP approach to wildlife habitat conservation?

(Please choose one)

- ☐ In-depth participant
☐ Frequent participant
☐ Intermittent participant
☐ Familiar, but not a participant
☐ Not familiar

3.) Do you think that the following audiences understand the NCCP approach **within the plan areas?**

(Please check the box that best fits that particular audiences level of understanding. If you do not feel comfortable estimating the level of a particular audience's understanding, then check no answer [N/A]).

Audience	No Answer (N/A)	Knows a lot ←---→ Knows a little				
		1	2	3	4	5
Federal Government (other than USFWS)						
State Government (other than CDFG)						
County Government						
City Government						
Environmental Organizations						
Building Industry						
Conservation Educators						
Corporate Institutions						
Academic Institutions						
Biological Consultants						
Development Consultants						
Students						
General Public						
Media						
Other:						
Other:						

Section Two: Improvements to California Department of Fish and Game NCCP Education and Outreach

- 4.) Rank the following list of potential goals of the California Department of Fish and Game NCCP education and outreach program in order of priority:
(Please rank from highest to lowest priority with 1 being the highest)

_____ to improve understanding of the process for stakeholders (people actively expressing interest in the NCCP process)
_____ to improve participation in the process for stakeholders (people actively expressing interest in the NCCP process)
_____ to get stakeholders (people actively expressing interest in the NCCP process) to understand the need for NCCP
_____ to improve understanding of the process for the general public
_____ to improve participation in the process for the general public
_____ to get the general public to understand the need for NCCP
_____ to provide stakeholders (people actively expressing interest in the NCCP process) access to NCCP-related materials (maps, species information, scientific data, etc.)
_____ to provide the general public access to NCCP-related materials (maps, species information, scientific data, etc.)
_____ other: _____
_____ other: _____

Please explain why you chose the priority goals that you did:

5.) Who are the most important audiences for CDFG's NCCP outreach program to reach?

(Please rank top five [5] choices with 1 being most important and 5 being less important)

_____ Federal Government	_____ Corporate Institutions
_____ State Government	_____ Academic Institutions
_____ County Government	_____ Biological Consultants
_____ City Government	_____ Development Consultants
_____ Environmental Organizations	_____ Students
_____ Building Industry	_____ General Public
_____ Conservation Educators	_____ Media
	_____ Other: _____

6.) Of those education and outreach efforts that you are aware of that CDFG NCCP outreach program has used, how successful have they been?

(Please rank those efforts that you are aware of from most successful to least successful with 1 being the most successful)

_____ Pamphlets / Brochures	_____ Outdoor education
_____ News releases	_____ Volunteer opportunities
_____ Magazine articles	_____ Scientific publications
_____ Radio announcements	_____ Public meetings
_____ Web sites	_____ Individual presentations
_____ Exhibits	_____ Other: _____
_____ Television	_____ Other: _____

7.) To what extent have past efforts come close to achieving your vision of the goal of CDFG's NCCP education and outreach?

(Please choose one)

_____ very close _____ somewhat close _____ not very close

8.) What factors have negatively influenced the success of efforts / techniques at public outreach and education by CDFG?

9.) What lessons can be learned from these successes / failures that can be applied to improving communication between CDFG and other stakeholders?

10.) Which of the following outreach and education methods do you think would be or should be the most effective for CDFG to reach their target audiences?
(Please prioritize your top five [5] choices)

_____ Pamphlets / Brochures
_____ News releases
_____ Magazine articles
_____ Radio announcements
_____ Web sites
_____ Exhibits
_____ Television

_____ Outdoor education
_____ Volunteer opportunities
_____ Scientific publications
_____ Public meetings
_____ Individual presentations
_____ Other: _____
_____ Other: _____

11.) What specific ideas do you have that may help **CDFG** improve its outreach and education about the NCCP approach?
(Please recommend three [3] of your top priorities)

Section Three: Assessments of Education and Outreach of Other Stakeholders

- 12.) What other stakeholders, groups, or individuals are involved in NCCP-related education and outreach?
- 13.) What efforts and products do these groups use to do their NCCP-related education and outreach? Please be as specific as possible by providing examples when you can (e.g. League of Cities is producing a pamphlet for informing city planners about NCCP).
- 14.) Which of the aforementioned efforts or products have been the most successful and why?

Section Four: Opportunities for Collaboration between the California Department of Fish and Game and Other Groups

- 15.) What specific ideas do you have or opportunities do you know of that may help **NCCP participants** improve their outreach and education?

Thank you very much for your time and ideas. Your interest in and support of the NCCP program is essential to its continuing success.